

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 61382 / January 20, 2010

ADMINISTRATIVE PROCEEDING
File No. 3-13753

In the Matter of

GERALD P. ALEXANDER,

Respondent.

**ORDER INSTITUTING ADMINISTRATIVE
PROCEEDINGS PURSUANT TO SECTION
15(b) OF THE SECURITIES EXCHANGE
ACT OF 1934 AND NOTICE OF HEARING**

I.

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) against Gerald P. Alexander (“Respondent” or “Alexander”).

II.

After an investigation, the Division of Enforcement alleges that:

A. RESPONDENT

1. Alexander, age 61, resides in Alpharetta, Georgia. Between March 2006 and March 2008, Alexander acted as an unregistered dealer. He acted as a broker or dealer in acquiring shares directly from thirteen companies as part of a distribution to other investors. He was a necessary participant and substantial factor in the sales of the penny stocks of thirteen companies through the brokerage accounts of CJB Consulting, Inc. and Regis Filia Holdings, Inc. He made the decisions to offer and sell the securities owned by the corporations and directed the stock brokers to sell the shares from the corporate brokerage accounts. He controlled the corporations, and directed how the funds from the sales were disbursed. He used the means or instruments of transportation or communication in interstate commerce or the mails as part of the transactions. Alexander has not been registered with the Commission in any capacity or affiliated with an entity that is registered with the Commission in any capacity.

B. ENTRY OF THE INJUNCTION

2. On January 4, 2010, the United States District Court for the Northern District of Georgia entered a final judgment by default against Alexander, permanently enjoining him from future violations of Sections 5(a) and 5(c) of the Securities Act of 1933 (“Securities Act”) and Section 15(a) of the Exchange Act, and barring him from participating in the offering of penny stocks, in the civil action entitled Securities and Exchange Commission v. Gerald P. Alexander, et al., Civil Action Number 1:09-CV-0805, (N.D. Ga.).

3. The Commission’s complaint alleged that from at least March 2006 through March 2008, Respondent, acting on behalf of and through two corporations, CJB Consulting, Inc. and Regis Filia Holdings, Inc., offered and sold shares of stock of at least thirteen corporations to investors in numerous transactions, when no registration statements were filed or in effect with the Commission for the transactions and no exemption from registration was available. Further, the complaint alleged that Alexander and his corporations engaged in a regular business of buying and selling securities for their own accounts when they were not registered as dealers with the Commission. The complaint also alleged that the shares of the thirteen companies were penny stocks and that Alexander and his corporations engaged in the offering of penny stocks. The complaint alleged that as a result of this conduct, Alexander violated Sections 5(a) and 5(c) of the Securities Act, which prohibit the public offer and sale of securities when no registration statement is filed or in effect, and Section 15(a) of the Exchange Act, which prohibits a dealer from engaging in securities transactions without being registered with the Commission as a broker-dealer or being associated with a registered broker-dealer.

III.

In view of the allegations made by the Division of Enforcement, the Commission deems it necessary and appropriate in the public interest that public administrative proceedings be instituted to determine:

A. Whether the allegations set forth in Section II are true and, in connection therewith, to afford Respondent an opportunity to establish any defenses to such allegations; and

B. What, if any, remedial action is appropriate in the public interest against Respondent pursuant to Section 15(b) of the Exchange Act.

IV.

IT IS ORDERED that a public hearing for the purpose of taking evidence on the questions set forth in Section III hereof shall be convened at a time and place to be fixed, and before an Administrative Law Judge to be designated by further order as provided by Rule 110 of the Commission's Rules of Practice, 17 C.F.R. § 201.110.

IT IS FURTHER ORDERED that Respondent shall file an Answer to the allegations contained in this Order within twenty (20) days after service of this Order, as provided by Rule 220 of the Commission's Rules of Practice, 17 C.F.R. § 201.220.

If Respondent fails to file the directed answer, or fails to appear at a hearing after being duly notified, the Respondent may be deemed in default and the proceedings may be determined against him upon consideration of this Order, the allegations of which may be deemed to be true as provided by Rules 155(a), 220(f), 221(f) and 310 of the Commission's Rules of Practice, 17 C.F.R. §§ 201.155(a), 201.220(f), 201.221(f) and 201.310.

This Order shall be served forthwith upon Respondent personally or by certified mail.

IT IS FURTHER ORDERED that the Administrative Law Judge shall issue an initial decision no later than 210 days from the date of service of this Order, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice.

In the absence of an appropriate waiver, no officer or employee of the Commission engaged in the performance of investigative or prosecuting functions in this or any factually related proceeding will be permitted to participate or advise in the decision of this matter, except as witness or counsel in proceedings held pursuant to notice. Since this proceeding is not "rule making" within the meaning of Section 551 of the Administrative Procedure Act, it is not deemed subject to the provisions of Section 553 delaying the effective date of any final Commission action.

For the Commission, by its Secretary, pursuant to delegated authority.

Elizabeth M. Murphy
Secretary